



**CITY OF NEWPORT BEACH
COMMUNITY DEVELOPMENT DEPARTMENT
PLANNING DIVISION ACTION REPORT**

TO: CITY COUNCIL, CITY MANAGER AND PLANNING COMMISSION
FROM: Seimone Jurjis, Community Development Director
SUBJECT: Report of actions taken by the Zoning Administrator and/or Planning Division staff for the week ending November 29, 2019.

**COMMUNITY DEVELOPMENT DIRECTOR
OR PLANNING DIVISION STAFF ACTIONS**
(Non-Hearing Items)

Item 1: Chevron Comprehensive Sign Program No. CS2019-011 (PA2019-163)
Site Address: 1461 Superior Avenue

Action: Approved

Council District 2

APPEAL PERIOD: An appeal or call for review may be filed with the Director of Community Development or City Clerk, as applicable, within fourteen (14) days following the date the action or decision was rendered unless a different period of time is specified by the Municipal Code (e.g., Title 19 allows ten (10) day appeal period for tentative parcel and tract maps, lot line adjustments, or lot mergers). For additional information on filing an appeal, contact the Planning Division at 949 644-3200.



COMMUNITY DEVELOPMENT DEPARTMENT
PLANNING DIVISION
100 Civic Center Drive, P.O. Box 1768, Newport Beach, CA 92658-8915
949-644-3200
www.newportbeachca.gov

ZONING ADMINISTRATOR ACTION LETTER

**Subject: Chevron Comprehensive Sign Program No. CS2019-011
(PA2019-163)**

Site Location 1461 Superior Avenue

Applicant Calcraft Corporation

Legal Description Parcel 1 of Lot Line Adjustment 95-10, 1996 as Instrument No. 960137624, Official Records

On November 27, 2019, the Zoning Administrator approved Comprehensive Sign Program No. CS2019-011 for a recently renovated service station with a new operator. The property is located within the Commercial Neighborhood (CN) Zoning District. The General Plan Land Use Element category is Neighborhood Commercial (CN). The property is not located within the coastal zone.

The purpose of a comprehensive sign program is to integrate all of a project's signs. A comprehensive sign program also provides a means for the flexible application of sign regulations for projects that require multiple signs in order to provide incentive and latitude in the design and display of signs, and to achieve, not circumvent, the purpose of Newport Beach Municipal Code (NBMC) Chapter 20.42 (Sign Standards).

A comprehensive sign program is required whenever three or more nonexempt signs are proposed for a single-tenant development. Pursuant to NBMC Section 20.42.120 (Comprehensive Sign Program), a comprehensive sign program can allow for an increase in sign height by twenty (20) percent above that allowed and an increase in sign area by thirty (30) percent above that allowed. Deviations are also allowed with regard to total number and location of signs provided the required findings of the Zoning Code could be supported. The applicant requests to allow the following deviations from the sign standards of the Zoning Code:

1. Maximum area of 7.6 square feet for a canopy sign (Sign 1), where the Zoning Code allows a maximum of 6 square feet resulting in a 26.66 percent increase in area;
2. Maximum logo height of 42 inches (Sign 3), where the Zoning Code allows a maximum logo height of 36 inches resulting in a 16 percent increase in height;
3. Maximum area of 27 square feet for a wall sign (Sign 3) on a 22.75-foot building frontage, where the Zoning Code allows a maximum of one square foot for each lineal foot of building frontage resulting in an 18.68 percent increase in area; and

4. Six service island signs, including two methods of sale signs, two logos, and two fuel pump number signs per service island (Signs 5, 6 and 7), where the Zoning Code allows for a total of two signs on each service island.

In accordance with NBMC Section 20.42.120, the following findings and standards support approval of the proposed Comprehensive Sign Program facts in support of such findings are set forth:

Finding

- A. *The project is exempt from environmental review under the requirements of the California Environmental Quality Act pursuant to Section 15311, Class 11 (Accessory Structures).*

Fact in Support of Finding

1. Class 11 exempts minor structures accessory to existing commercial facilities, including signs. The proposed signs are incidental and accessory to the principal commercial use of the property as a service station and do not intensify or alter the use.

Standard

- B. *The proposed sign program shall comply with the purpose and intent of this Chapter [Chapter 20.42], any adopted sign design guidelines, and the overall purpose and intent of this Section [Section 20.42.120 – Comprehensive Sign Program].*

Facts in Support of Standard

1. The purpose of a comprehensive sign program is to integrate all of a project's signs. The font, colors, and materials of both the wall and canopy signs will complement the architecture and colors of the site.
2. A comprehensive sign program is required whenever three or more nonexempt signs are proposed for a single-tenant development. The request is for one new wall sign on an existing food market and three new canopy signs on the existing fuel station. The proposal also includes service island signs and the replacement of the faces of a nonconforming fuel price sign. Pursuant to the City of Newport Beach Design Guidelines for Service Stations, multiple uses on the same site are encouraged to share space on freestanding signs, rather than provide individual signage. The proposed change to the faces of the nonconforming sign aligns with this guideline because the market and car wash uses are identified alongside the fuel prices and do require separate freestanding signage.
3. The canopy signage provides necessary identification for motorists in close proximity, while the fuel price sign allows the service station to be identified by motorists from a farther distance. Since the service station is located on a corner lot between two major

streets (Superior Avenue and Placentia Avenue), the proposed signage is necessary to identify the station to vehicles traveling from multiple directions of the intersection.

4. Approval of this Comprehensive Sign Program includes deviations to the number, height, and size of signs. It allows the flexible application of the sign regulations to achieve a unified design theme through consistency of design, appropriate locations, and materials.
5. The Comprehensive Sign Program is consistent with the Citywide Sign Design Guidelines Manual, as well as the Service Station Design Guidelines. The proposed signs are designed to be compatible with the building in terms of size, location, legibility, and materials. All wall signs effectively identify the service station without creating sign clutter by using legible text and contrasting with the background. The size of the signs does not dominate the façades, but are appropriately located to identify the service station to vehicles travelling towards the property.

Standard

- C. *The proposed signs shall enhance the overall development, be in harmony with, and relate visually to other signs included in the Comprehensive Sign Program, to the structures and/or developments they identify, and to surrounding development when applicable.*

Facts in Support of Standard

1. The site is developed as a service station with several structures and uses, including individual service islands, a large canopy, a car wash, and a food market. One wall sign, one fuel price sign, three canopy signs, and multiple service island signs are part of the comprehensive sign program to allow for adequate identification of the various uses.
2. The wall sign on the food market will be centered on the building frontage over the access doors adding visual appeal with a symmetrical design. The increased size and area of the signs within the maximum allowable percentage increase pursuant to the Zoning Code with a Comprehensive Sign Program will make the signage more prominent to customers without appearing out of place. It would also be consistent with the bulk and scale of the building façade. As conditioned, the cabinet sign design will comply with the provisions of NBMC Section 20.42.060(H) (Illuminated Signs and Lights).
3. The existing fuel price sign located near the intersection of Superior Avenue and Placentia Avenue is nonconforming due to height and will be allowed to remain until replacement is needed in the future, in accordance with NBMC Section 20.42.140 (Nonconforming Signs). Condition of Approval No. 7 is included to ensure the proposal for the nonconforming sign is limited to reface work only, no structural work or physical modifications to the sign are allowed. The proposal maintains the exact dimensions of the existing sign and will not further intensify any nonconforming features. The fuel

price sign is located in an existing landscaped area, making the sign visually appealing to the surrounding development.

4. The proposed signs will not obstruct public views from adjacent roadways because there are no public views through or across the subject property.
5. The Public Works Department has reviewed the signage and they determined that the proposed signs will not interfere with necessary sight distance for motorists and pedestrians at the streets, driveways and parking areas.

Standard

D. The sign program shall address all signs, including permanent, temporary, and exempt signs.

Fact in Support of Standard

The Comprehensive Sign Program addresses all project signage. Temporary and exempt signs not specifically addressed in the sign program shall be regulated by the provisions of NBMC Chapter 20.42 (Sign Standards).

Standard

E. The sign program shall accommodate future revisions that may be required because of changes in use or tenants.

Facts in Support of Standard

1. The Comprehensive Sign Program is designed to be effective for the service station and ancillary services it provides (i.e., food mart and car wash) by providing additional sign opportunities.
2. The Comprehensive Sign Program establishes allowed type, number, location, and area of signage and provides flexibility requirements to accommodate existing and future service station operators.
3. It is not anticipated that future revisions to the program will be necessary to accommodate normal changes in tenants or uses. Consistent with NBMC Chapter 20.42, the Director may approve minor revisions to the Comprehensive Sign Program if the intent of the original approval is not affected.
4. Currently, there is one fuel price sign that is legal nonconforming. This sign may remain in place, but may not be structurally altered. If there are proposed changes to this signs in the future, it is required to be brought up to conformance with the standards of this sign program and NBMC Chapter 20.42 or its successor chapter.

Standard

F. The program shall comply with the standards of this Chapter [Chapter 20.42], except that deviations are allowed with regard to sign area, total number, location, and/or height of signs to the extent that the Comprehensive Sign Program will enhance the overall development and will more fully accomplish the purposes and intent of this Chapter [Chapter 20.42].

Facts in Support of Standard

1. This Comprehensive Sign Program allows for deviations regarding the number and area of signs. The approval conforms to all other standards of NBMC Chapter 20.42, and enhances the overall development by integrating all of the project's signs with the overall site and structure design into a unified statement.
2. Allowing deviation from the Zoning Code for the size of logo signs allowed on the canopy is appropriate given the location and orientation of the building. The service station is located on a corner lot between Superior Avenue and Placentia Avenue, both of which are streets with heavy vehicular traffic. The increased logo size will serve to enhance the identification of the service station for motorists travelling on both Superior Avenue and Placentia Avenue. Additionally,
3. Allowing deviation from the Zoning Code for the installation of six service island signs, including two methods of sale signs, two logos, and two fuel pump number signs per service island, where the Zoning Code only allows for one service island sign, is appropriate because the additional signage will make the fuel pump numbers more prominent and help customers identify which pump they are using.
4. Allowing deviation from the Zoning Code for the installation of a 42 inch in height, 27-square-foot wall sign on a 22.75-foot building frontage; where the Zoning Code allows one square foot for each lineal foot of building frontage with a maximum height of 36 inches, is appropriate because the signage uses negative space in its design and is aesthetically consistent with the building façade, including bulk and scale.

Standard

G. The approval of a Comprehensive Sign Program shall not authorize the use of signs prohibited by this Chapter [Chapter 20.42].

Fact in Support of Standard

1. The Comprehensive Sign program does not authorize the use of prohibited signs.

Standard

H. Review and approval of a Comprehensive Sign Program shall not consider the signs' proposed message content.

Fact in Support of Standard

1. The Comprehensive Sign Program contains no regulations affecting sign message content.

CONDITIONS

1. All proposed signs shall be in substantial conformance with the approved plans, Comprehensive Sign Program Matrix Table, and provisions of NBMC Chapter 20.42, unless otherwise indicated in the following conditions.
2. Anything not specifically approved by this Comprehensive Sign Program is subject to further review and may be prohibited.
3. A building permit and/or sign permit shall be obtained prior to commencement of installation or demolition of signs.
4. A copy of this letter in its entirety shall be incorporated into the plan check sets of plans prior to issuance of building or sign permits.
5. Illuminated signs shall be regulated in accordance with the provisions of NBMC Section 20.42.070. If, in the opinion of the Community Development Director, existing illumination creates an unacceptable negative impact on surrounding land uses or sensitive habitat areas the Director may order the dimming of light sources or other remediation upon finding that the site is excessively illuminated.
6. Signs shall be maintained in a clean, orderly, and working condition.
7. The nonconforming fuel sign shall not be structurally altered, although its copy and pictorial content may be changed. Copy and content changes shall not require structural change to the sign structure.
8. The landscape hedge around the base of the ground signs shall be maintained.
9. The Community Development Director may approve revisions to the Comprehensive Sign Program if the intent of the original approval is not affected. Revisions that would substantially deviate from the original approval shall require approval of a new/revised comprehensive sign program by the Zoning Administrator.
10. Any future revisions or changes to the signs approved by this Comprehensive Sign Program due to a change in the use or tenants of the building shall be reviewed and approved by the Planning Division, so long as the sign size, copy configuration, and number of signs authorized by this approval does not substantially change or increase. The mandatory reduction or elimination of signs shall be exercised as necessary.

11. The Zoning Administrator may add to or modify conditions of this approval, or revoke this approval upon a determination that any sign that is authorized by this approval has been altered beyond the parameters of the authorization and therefore beyond the justification.
12. This approval shall expire and become void unless exercised within 24 months from the actual date of review authority approval, except where an extension of time is approved in compliance with the provisions of NBMC Title 20, Planning and Zoning.
13. To the fullest extent permitted by law, applicant shall indemnify, defend and hold harmless City, its City Council, its boards and commissions, officials, officers, employees, and agents from and against any and all claims, demands, obligations, damages, actions, causes of action, suits, losses, judgments, fines, penalties, liabilities, costs and expenses (including without limitation, attorney's fees, disbursements and court costs) of every kind and nature whatsoever which may arise from or in any manner relate (directly or indirectly) to City's approval of the Chevron Comprehensive Sign Program including, but not limited to **Comprehensive Sign Program No. CS2019-011 (PA2019-163)** and the determination that the project is exempt under the requirements of the California Environmental Quality Act. This indemnification shall include, but not be limited to, damages awarded against the City, if any, costs of suit, attorneys' fees, and other expenses incurred in connection with such claim, action, causes of action, suit or proceeding whether incurred by applicant, City, and/or the parties initiating or bringing such proceeding. The applicant shall indemnify the City for all of City's costs, attorneys' fees, and damages which City incurs in enforcing the indemnification provisions set forth in this condition. The applicant shall pay to the City upon demand any amount owed to the City pursuant to the indemnification requirements prescribed in this condition.

APPEAL PERIOD: An appeal or call for review may be filed with the Director of Community Development, within fourteen (14) days following the date the action or decision was rendered. For additional information on filing an appeal, contact the Planning Division at 949-644-3200.

Prepared by:

Approved by:



Patrick Achis
Planning Technician
BMZ/pa



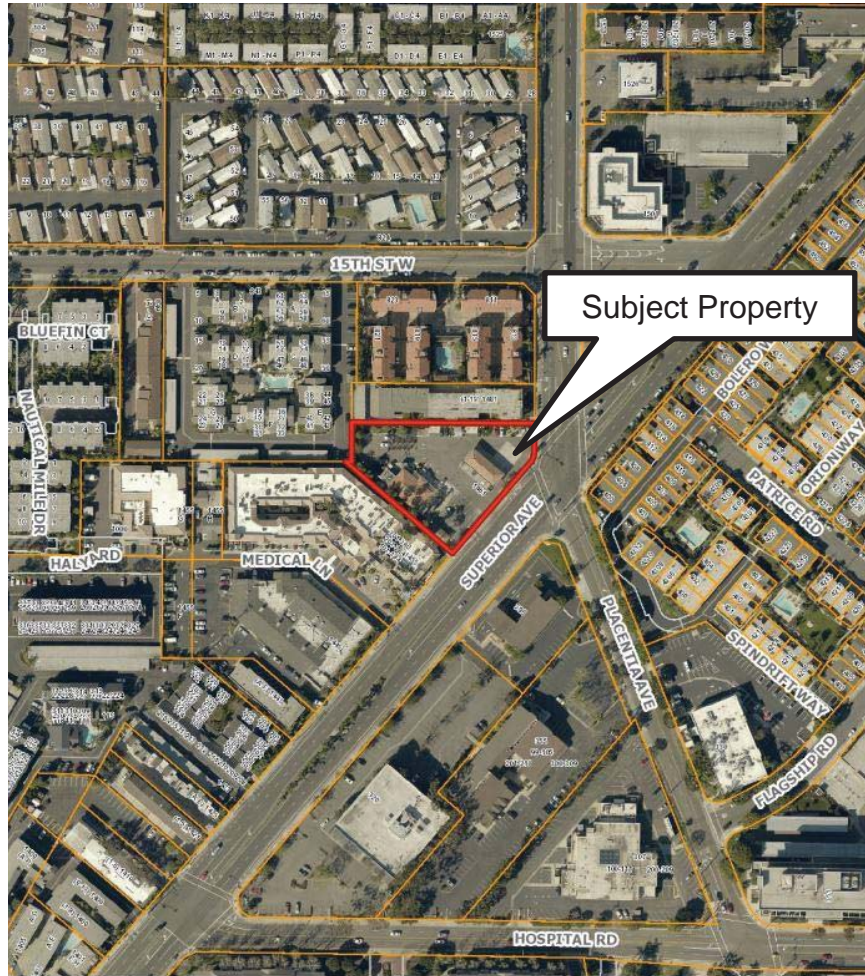
Jim Campbell
Deputy Community Development Director

Attachments: ZA No. 1 Vicinity Map
 ZA No. 2 Comprehensive Sign Program Matrix
 ZA No. 3 Project Plans

Attachment No. ZA 1

Vicinity Map

VICINITY MAP



Comprehensive Sign Program No. CS2019-011
PA2019-163

1461 Superior Avenue

Attachment No. ZA 2

Comprehensive Sign Program Matrix

Exhibit “B”

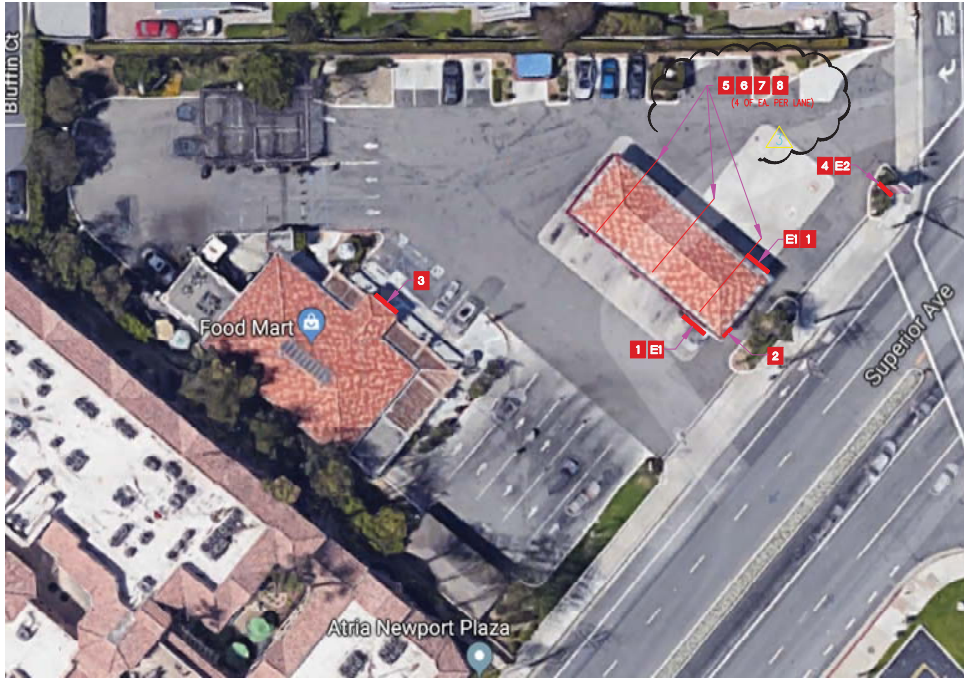
Sign Program Matrix

Sign Type	Sign Regulations
Canopy Sign	<p>Sign 1 Maximum number: 2 Area: 7.8 square feet. Maximum Height: 1’-3”</p> <p>Sign 2 Maximum number: one Area: 4 square feet Maximum Height: 22”</p>
Wall Sign	<p>Sign 3 Maximum Number: 1 Area: 27 square feet Maximum Height: 42”</p>
Fuel Price Sign	<p>Sign 4 Existing nonconforming sign limited to copy and pictorial changes only. Sign area shall not exceed the existing 59.24 square feet or existing height of 22’, 4”. (See Detail 4 on plan sheet SN1, dated 11/01/2019)</p>
Service Island Signs	<p>Sign 5 Maximum Number: 2 per service island Area: .5 square feet Maximum Height: 4-¾ ”</p> <p>Sign 6 Maximum Number: 2 per service island, double-sided Area: 1 square foot Height: 10-¾”</p> <p>Sign 7 Maximum Number: 2 per service island, double-sided Area: .5 square feet Maximum Height: 7”</p>

- a) Requirements for all signs per Municipal Code Chapter 20.42, except as provided in this sign matrix.
- b) Sign designs shall be consistent with Citywide Sign Design Guidelines Manual
- c) Sign area is the area measured by two perpendicular sets of parallel lines that surround the proposed logo and sign copy. All signs shall substantially conform to the approved attached sign matrix.
- d) Pursuant to Section 20.42.120.F of the Zoning Code, the Community Development Director may approve minor revisions to this approval if the intent of the original approval is not affected.

Attachment No. ZA 3

Project Plans



SITE PLAN
SCALE: 1" = 20'-0"



VICINITY MAP

SCOPE OF WORK:

- REMOVE EXISTING 33" W SIGNS FROM (E) METAL CANOPY. (TYP OF 2.)
- REMOVE EXISTING METAL M.I.D. POLE SIGN CABINETS (POLE AND FOOTINGS TO REMAIN)
- INSTALL NEW 3'-0" HIGH "ACM" WITH CHEVRON IMAGE PACKAGE TO EXISTING METAL CANOPY.
- INSTALL NEW LED-ILLUMINATED M.I.D. POLE SIGN CABINETS TO EXISTING POLE AND FOOTINGS.
- INSTALL 22" LED-ILLUMINATED HALLMARK SIGN TO (E) METAL CANOPY
- INSTALL 21" LED-ILLUMINATED "CHEVRON" WORDMARK TO (E) METAL CANOPY (TYP OF 2.)
- INSTALL NEW LED-ILLUMINATED "EXTRA MILE" BUILDING SIGN.

EXISTING SIGN SUMMARY
EXISTING SIGN SQUARE FOOTAGES ARE APPROXIMATIONS

QTY.	DESCRIPTION	SIZE	SQ. FT.	TOTAL SQ. FT.
E1 (2)	76 CANOPY SIGNS (ILLUMINATED)	33" DIA	5.93	11.86
E2 (1)	76 M.I.D. DUEL-POLE SIGN (ILLUMINATED)	5'-1 3/8" x 11'-7"	59.24	59.24
TOTAL SQUARE AREA			65.17	71.10

PROPOSED SIGN SUMMARY

QTY.	DESCRIPTION	SIZE	SQ. FT.	TOTAL SQ. FT.
1 (2)	CHEVRON 14 1/2" WORDMARK (L.E.D. ILLUMINATED)	6'-3 1/2" x 1'-2 1/2"	7.60	15.20
2 (1)	CHEVRON 22" HALLMARK (L.E.D. ILLUMINATED)	1'-10" x 2'-3/4"	3.78	3.78
3 (1)	"EXTRA MILE" BUILDING SIGN (L.E.D. ILLUMINATED)	7'-6" x 3'-6"	26.30	26.30
4 (1)	C-45 M.I.D. DUEL-POLE SIGN (L.E.D. ILLUMINATED)	4'-2" x 12'-10"	48.60	48.60
5 (12)	CHEVRON 4 3/4" PUMP "SELF" DECAL	0'-4 3/4" x 0'-11"	0.36	4.35
6 (12)	CHEVRON 10 3/4" PUMP HALLMARK DECAL	0'-10 3/4" x 0'-10"	0.75	8.96
7 (12)	CHEVRON 7" PUMP HALLMARK DECAL	0'-7" x 0'-6 1/4"	0.30	3.65
8 (12)	CHEVRON 3 1/4" "WITH TECHRON" PUMP DECAL	0-3 1/4" x 0'-9 1/2"	0.21	2.57
TOTAL SQUARE AREA			87.90	113.41

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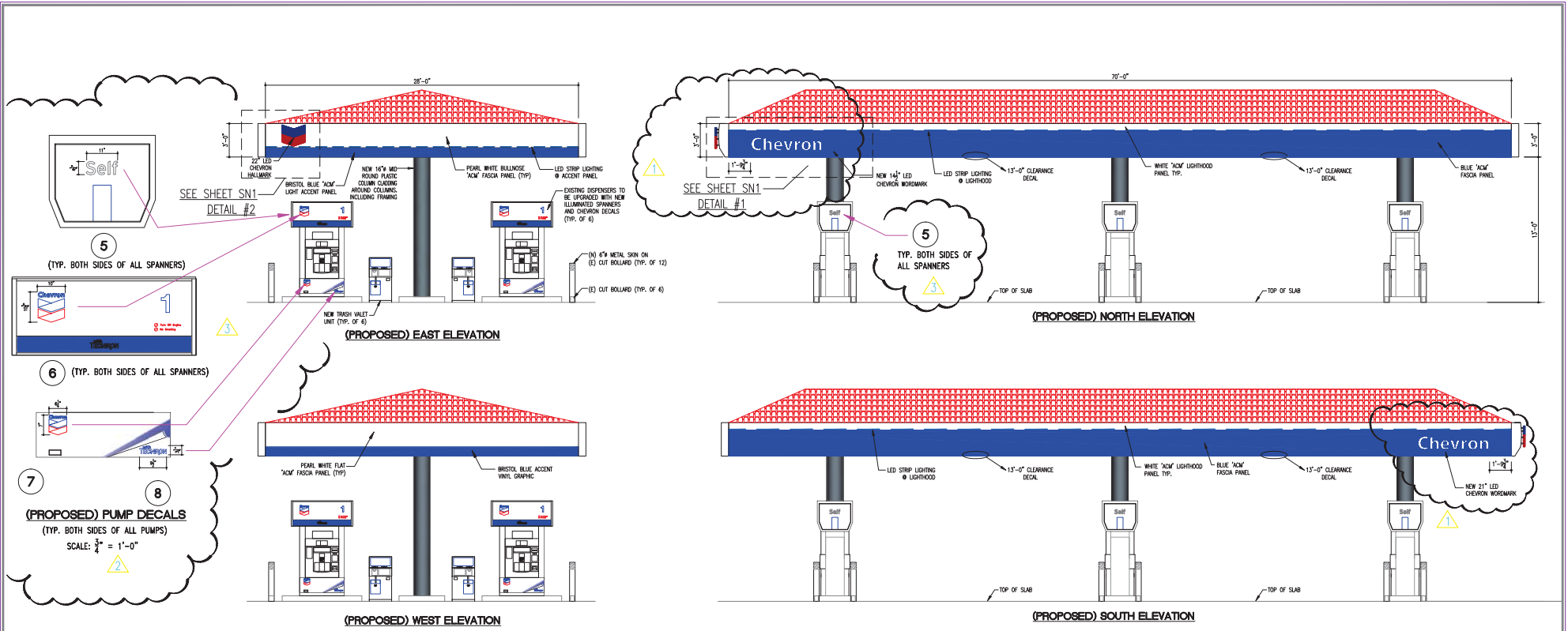
REV.	DATE	DESCRIPTION	BY
1	11-05-19	REVISED PROPOSED SIGN SUMMARY PER PLAN CHECK COMMENTS	
2	11-21-19	INCLUDED CHEVRON STANDARD PUMP DECALS TO PROPOSED SIGN SUMMARY PER PLAN CHECK COMMENTS	
3	11-22-19	INCLUDED CHEVRON PUMP/SPINNER DECAL LOCATION PER PLAN CHECK COMMENTS	

CALCRAFT.com
1426 South Willow Avenue, Malibu, CA 90276 - ph 909 879 2000 fax 909 879 2010
www.calcraft.com - State contractor license #913210

SCALE: NOTED = 1"=0" U.N.	LOCATION: 1461 SUPERIOR AVE NEWPORT BEACH, CA 92663
DRAWN BY: TOSUNA	DATE: 8/21/19
CHECKED BY:	DATE:

TITLE: KOKDA INC. (SUPERIOR CARWASH) RE-IMAGE (E) 76 SERVICE STATION TO CHEVRON SITE PLAN	<table border="1"> <tr> <td>JOB NO. D19108</td> <td>DATE: 8/21/19</td> </tr> <tr> <td>DRAWN BY: TOSUNA</td> <td>CHECKED BY:</td> </tr> <tr> <td>DATE: 8/21/19</td> <td>DATE:</td> </tr> </table>	JOB NO. D19108	DATE: 8/21/19	DRAWN BY: TOSUNA	CHECKED BY:	DATE: 8/21/19	DATE:
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(EXISTING) SOUTH ELEVATION
NORTH SIDE OF CANOPY IS IDENTICAL

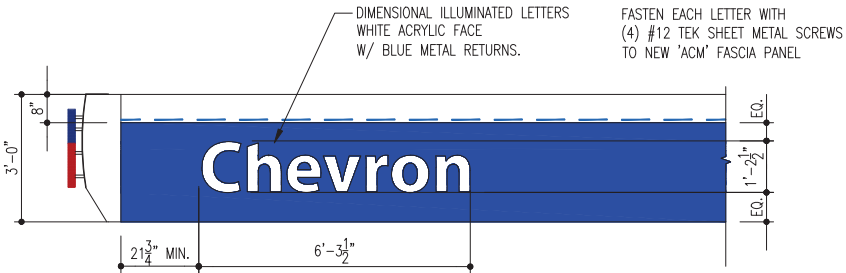


(EXISTING) EAST ELEVATION
WEST SIDE OF CANOPY IS IDENTICAL

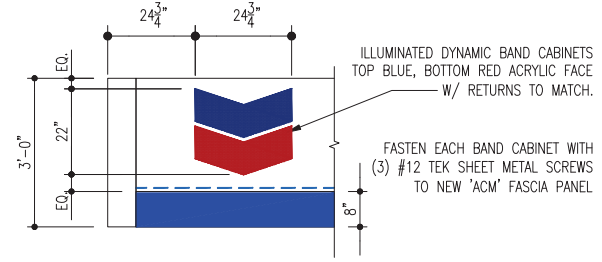
CHEVRON COLORS

- CHEVRON BLUE
- CHEVRON CYAN
- CHEVRON SILVER
- CHEVRON DARK RED
- CHEVRON RED
- CHEVRON CVX GREEN
- CHEVRON SOUTHERN BREEZE
- CHEVRON STONE GRAY

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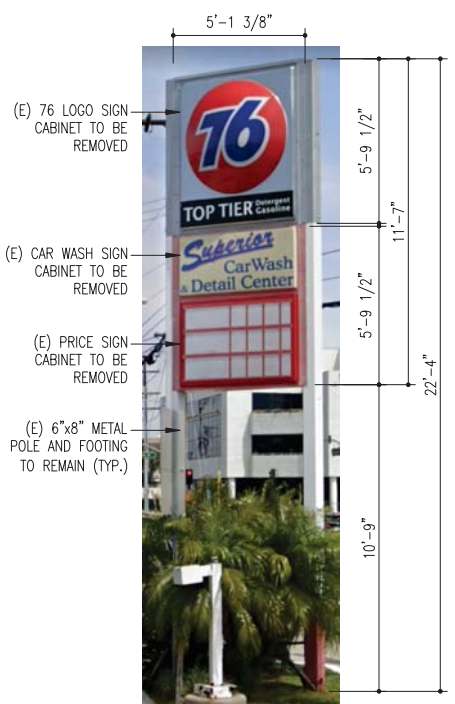


1 NEW 21' CHEVRON WORDMARK (L.E.D.-ILLUMINATED) (7.60 SQ. FT.)

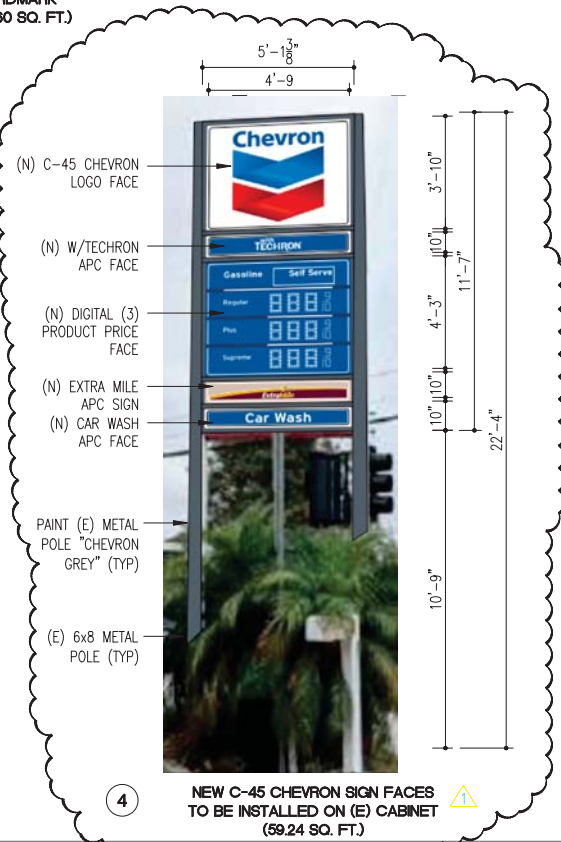


2 NEW 22' CHEVRON HALLMARK (L.E.D.-ILLUMINATED) (3.78 SQ. FT.)

- CHEVRON COLORS
- CHEVRON BLUE
 - CHEVRON CYAN
 - CHEVRON SILVER
 - CHEVRON DARK RED
 - CHEVRON RED
 - CHEVRON CVX GREEN
 - CHEVRON SOUTHERN BREEZE
 - CHEVRON STONE GRAY
 - CHEVRON BUTTERSCOTCH
 - CHEVRON MAROON
 - CHEVRON NATURAL BEIGE
 - CHEVRON OPAQUE NATURAL BEIGE



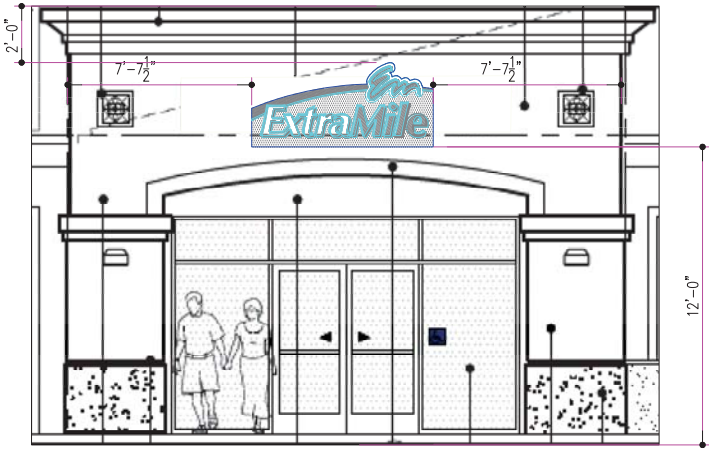
EXISTING POLE SIGN CABINETS TO BE REMOVED
POLES AND FOOTING TO REMAIN
(59.24 SQ. FT.)



4 NEW C-45 CHEVRON SIGN FACES TO BE INSTALLED ON (E) CABINET (59.24 SQ. FT.)



3 NEW 'EXTRA MILE' BUILDING SIGN CABINET (ILLUMINATED) (26.3 SQ. FT.)



3 NEW 'EXTRA MILE' BUILDING SIGN LOCATION

PROPRIETARY AND CONFIDENTIAL INFORMATION
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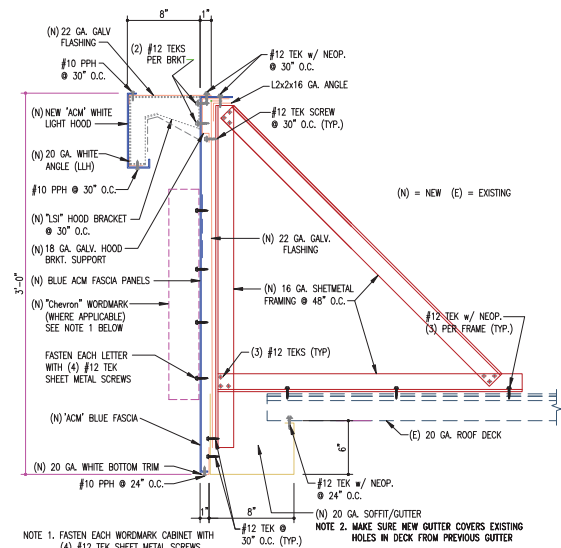
REV.	DATE	DESCRIPTION	BY
11-1-19		EXISTING SIGN TO BE RETAINED PER PLAN CHECK COMMENTS	

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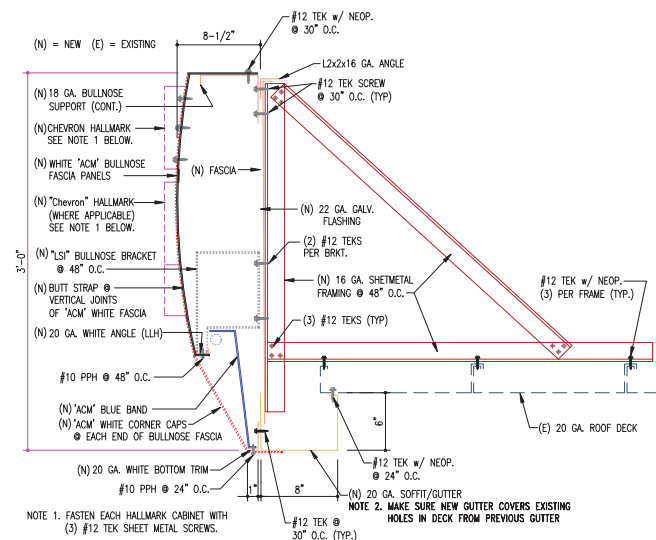
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DRAWN BY: TSSDRA
DATE: 11-1-19
CHECKED BY:
DATE:

LOCATION: 1461 SUPERIOR AVE NEWPORT BEACH, CA 92663
TITLE: KOKDA INC. (SUPERIOR CARWASH) RE-IMAGE (E) 76 SERVICE STATION TO CHEVRON SIGN DETAILS

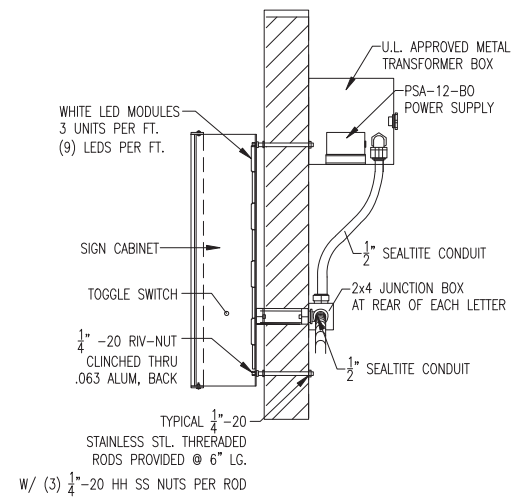
JOB NO. D19108	DATE: 11-1-19	DRWING NO. SN1	REV. 01
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CANOPY ACM and WORDMARK CONNECTION DETAIL



CANOPY ACM and HALLMARK CONNECTION DETAIL



'EXTRA MILE' SIGN CABINET CONNECTION DETAIL

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SCALE: 1/4" = 1'-0" U.N.
 DRAWN BY: TSDRA
 DATE: 8/21/19
 CHECKED BY:
 DATE:

LOCATION: 1461 SUPERIOR AVE
 NEWPORT BEACH, CA 92663
 TITLE: KOKDA INC. (SUPERIOR CARWASH)
 RE-IMAGE (E) 76 SERVICE STATION TO CHEVRON
 "ACM" and SIGN CONNECTION DETAILS

JOB NO.	D19108
DRAWN NO.	SN2
SHEET	01